coles

MEDIA RELEASE

COLES BAYSWATER GRAND OPENING

Coles Bayswater opens with a market-style layout and 175 new jobs for the local community

May 2009

Coles Supermarkets officially opens the doors of its brand new Bayswater store on Thursday 14 May at 9.00am.

Coles Bayswater features 13 checkouts including four express service registers and 175 employees to offer its customers greater convenience.

The store includes an instore butcher, fresh bakery, delicatessen and fresh seafood range, floral display and an organic produce selection. The new store also includes a 'value alley' with special offers and savings and a large array of fresh produce on ice.

Coles Bayswater boasts a spacious, open store layout encompassing 3500 square metres, wide aisles and large open entry for easy access. For even greater convenience, there is a Liquorland at the store.

Coles Bayswater store manager Brad Darcy is excited to be opening the store and offer local customers a brand new shopping experience focused on value, choice and quality.

"The store has a brand new market-style layout and a wider range of fresh and organic foods. Customers will love having such a broad selection of fresh food all under the one roof," Mr Darcy said.

Store opening celebrations will include sales and specials, demonstrations, food sampling and giveaways.

Beyond opening week, the new store will be running fundraising initiatives for the local Bayswater Junior Football Club including sausage sizzles at the store and a coupon program whereby every time a member spends $50 or more at Coles Bayswater, Coles will donate $5 to the club with the opportunity to raise $5,000.

The new Coles Bayswater store is located at 7-13 High Street, Bayswater and will be open from 6.00am to midnight daily.